

University of Wisconsin-Extension
Wisconsin Survey Research Laboratory

P2037

This was a computer assisted telephone interview, CATI.

1. INTERVIEWER: IS THIS CALL...

/1. Completed to number dialed/	/2. Any other result/ (TO 999)

2. Hello, I'm (YOUR NAME) calling from the University of Wisconsin's Survey Research Laboratory for the Wisconsin Department of Transportation and the Dane County Regional Planning Commission. Is this (ABOVE TELEPHONE NUMBER)?

/1. Yes: This is first/ / completed call /	/2. Yes: This household has/ / been contacted previously/ (TO 0 4)	/3. No: Wrong number/ (TO 999)
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3. Is this a residential number? /1. Yes/ /2. No/
(TO 999)

4. May I speak with either the male or female head of the household, please?

<u>/1. Yes: Informant is R/</u>	<u>/2. Yes: R comes to phone/</u>	<u>/3. No: No R /</u>	<u>/9. Refused/</u>
		<u>/available now/</u>	(TO 999)
		(TO 0 6)	

5. Hello, I'm (YOUR NAME) calling (again) from the University of Wisconsin's Survey Research Laboratory. The Wisconsin Department of Transportation and Dane County Regional Planning Commission have asked us to call a sample of Dane County residents about a travel survey. The last study of this type was done ^{in 1970} 30 years ago and, therefore, no longer accurate.

The information collected will be used to plan transportation improvements in Dane County during the next several years. Since we are calling only a small percentage of households in the area, your participation is very important in accurately reflecting travel patterns in the area. All the information you provide will remain strictly confidential and will be used for transportation planning purposes only. Perhaps you read about this research in the newspaper. The interview should take about 10 minutes. I'd like to interview you now. (The vehicle counters stretched across the roads do not indicate where cars come from and where they are going so the Department of Transportation needs more information.)

<u>/1. R.willing/</u> (TO SCHEDULE)	<u>/2. Can't now/</u>	<u>/9. Refused/</u> (TO 999)

6. When would be the best time to call back and whom should we ask for when we call again? (RECORD IN CALLBOX)

Office Number
WSRL Project #2037
September 24, 1990

University of Wisconsin Extension
Wisconsin Survey Research Laboratory

MADISON AREA TRAVEL SURVEY

question 0z

Before we begin, I want to assure you that all of the information you give us is completely confidential, and that none of it will be released in any way that would permit identification of you or your family. Your participation, of course, is voluntary.

question 1

First, how many persons live in your household ... counting all adults and children and including yourself?

#: _____

question 2

So we can make correct reference to everyone there, would you please tell me the first name, age and sex, of everyone in your household--if you prefer not to give first names, you could give initials or relationship, etc.

Let's start with you.....what is your first name? Age? Sex?

LIST R FIRST !

#	NAME	AGE	m/f	EMPLOYMENT STATUS	DL
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					

INTERVIEWER: _____DATE: _____

SAMPLE #: _____TIME STARTED: _____

question 2a

I've listed you, and (READ NAMES). Have I missed anyone
who usually lives there, but is now away from home ?

CORRECT TABLE AS NECESSARY

question 3

ASK SERIES 3 QUESTIONS FOR EACH PERSON 16 YEARS OF AGE OR OLDER.
RECORD ANSWER IN QUESTION 2 CHART.

(Are you / Is NAME) employed full-time or part-time outside the home,
working at home for pay or profit, looking for work, a full-time
student, retired, disabled, or a homemaker ?

1. EMPLOYED FULL TIME
2. EMPLOYED PART TIME
3. WORKING AT HOME FOR PAY OR PROFIT
4. LOOKING FOR WORK
5. STUDENT
6. RETIRED
7. DISABLED
8. HOMEMAKER

- d. DON'T KNOW
- r. REFUSED

question 3a

(Do you / Does (NAME)) have a current valid driver's license ?

1. YES (TO NEXT PERSON OR Q 4)
2. NO (TO NEXT PERSON OR Q 4)
8. DON'T KNOW (TO NEXT PERSON OR Q 4)
9. REFUSED (TO NEXT PERSON OR Q 4)

question 5a

What is the name of the place or the street address where this trip began ?

- 1. BUILDING, specify name below
- 2. BUSINESS, specify name below
- 3. MALL, specify name below, then skip to 5e
- 4. ADDRESS GIVEN, enter at 5b
- 5. OTHER, specify below

- 8. DON'T KNOW
- 9. REFUSED

ENTER CODE AND ANSWER

	PERSON # 1	PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T	1.				
R	2.				
I	3.				
P	4.				
#	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

question 5b

Please give me the street address or block number, the nearest intersection, or the Mall name, where this place is located.

- 1. ADDRESS GIVEN, specify below
- 2. INTERSECTION GIVEN, specify below (ST. NAME/ST. NAME)
- 3. MALL NAME GIVEN, specify below
- 0. OTHER, specify below

- 8. DON'T KNOW
- 9. REFUSED

ENTER CODE AND ANSWER

	PERSON # 1	PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T	1.				
R	2.				
I	3.				
P	4.				
#	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

In what city, village, or town is that ?

ENTER CITY, VILLAGE OR TOWN					
	PERSON # 1	PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T R I P #	1.				
	2.				
	3.				
	4.				
	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

question 6

About what time did this trip begin ?

ENTER TIME USING 24 HOUR CLOCK, d OR r

12:01 AM = 0001	12 NOON = 1200	12 MIDNIGHT = 2400
1:15 AM = 0115	1 PM = 1300	
2:15 AM = 0215	2 PM = 1400	
3:15 AM = 0315	3 PM = 1500	
4:15 AM = 0415	4 PM = 1600	
5:15 AM = 0515	5 PM = 1700	
6:15 AM = 0615	6 PM = 1800	
7:15 AM = 0715	7 PM = 1900	
8:15 AM = 0815	8 PM = 2000	
9:15 AM = 0915	9 PM = 2100	
10:15 AM = 1015	10 PM = 2200	
11:15 AM = 1115	11 PM = 2300	

	PERSON # 1	PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T R I P #	1.				
	2.				
	3.				
	4.				
	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

How long did it take to reach your (first / next) destination--that is, where you stopped (first / next) ?

ENTER TIME TRIP TOOK					
PERSON # 1		PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T R I P #	1.				
	2.				
	3.				
	4.				
	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

Was this stop--at home, someplace else in Dane County or outside Dane county ?

1. HOME (skip to q 9)

2. SOMEPLACE ELSE IN DANE COUNTY

3. OUTSIDE DANE COUNTY (skip to q 9)
8. DON'T KNOW

9. REFUSED

ENTER CODE AND ANSWER					
PERSON # 1		PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T R I P #	1.				
	2.				
	3.				
	4.				
	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

question 8a

What is the name of the place; or the street address where this trip began ?

1. BUILDING, specify name below

2. BUSINESS, specify name below

3. MALL, specify name below, then skip to 8e

4. ADDRESS GIVEN, enter at 8b

5. OTHER, specify below
8. DON'T KNOW

9. REFUSED

ENTER CODE AND ANSWER					
PERSON # 1		PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T R I P #	1.				
	2.				
	3.				
	4.				
	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

Please give me the street address or block number, the nearest intersection, or the Mall name, where this place is located.

1. ADDRESS GIVEN, specify below

2. INTERSECTION GIVEN, specify below (ST. NAME/ST. NAME)

3. MALL NAME GIVEN, specify below

0. OTHER, specify below
8. DON'T KNOW

9. REFUSED

ENTER CODE AND ANSWER

	PERSON # 1	PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T	1.				
R	2.				
I	3.				
P	4.				
#	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

question 8e

In what city, village, or town is that ?

ENTER CITY, VILLAGE OR TOWN

	PERSON # 1	PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T	1.				
R	2.				
I	3.				
P	4.				
#	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

How did (you / (NAME)) make this trip....drive, as a passenger, go by bus, by bicycle, or walk ?

1. DRIVE
2. PASSENGER
3. BUS (skip to q 11)
4. BICYCLE (skip to q 11)
5. WALK (skip to q 11)
6. OTHER, specify: (skip to q 11)
8. DON'T KNOW (skip to q 11)
9. REFUSED (skip to q 11)

ENTER CODE AND ANSWER

	PERSON # 1	PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T	1.				
R	2.				
I	3.				
P	4.				
#	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

question 10

How many people--including the driver--were in the vehicle?

1. ONE PERSON (skip to q 11)
2. MORE THAN ONE PERSON
8. DON'T KNOW
9. REFUSED

ENTER CODE AND ANSWER

	PERSON # 1	PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T	1.				
R	2.				
I	3.				
P	4.				
#	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

question 10a

Was this a carpool or a vanpool ?

1. YES
2. NO
8. DON'T KNOW
9. REFUSED

ENTER CODE AND ANSWER

	PERSON # 1	PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T	1.				
R	2.				
I	3.				
P	4.				
#	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

question 11

What was the purpose of this trip ?

1. TO GO HOME
2. TO GO TO WORK
3. TO GO TO SCHOOL
4. TO GO SHOPPING
5. OTHER
8. DON'T KNOW
9. REFUSED

ENTER CODE AND ANSWER

	PERSON # 1	PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T	1.				
R	2.				
I	3.				
P	4.				
#	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

Did (you /(NAME)) make another trip yesterday ?

1. YES (skip to q 6)
2. NO OTHER TRIPS FOR THIS PERSON YESTERDAY (TO NEXT PERSON OR Q 101)
8. DON'T KNOW (TO NEXT PERSON OR Q 101)
9. REFUSED (TO NEXT PERSON OR Q 101)

ENTER CODE AND ANSWER

	PERSON # 1	PERSON # 2	PERSON # 3	PERSON # 4	PERSON # 5
T	1.				
R	2.				
I	3.				
P	4.				
#	5.				
	6.				
	7.				
	8.				
	9.				
	10.				

question 101

Now, we have just a few questions about your household. First, in what city, village, or town do you live ?

: _____

question 102

On what street do you live ?

: _____

question 102a

What is the house or building number? (The block number or nearest intersection is ok.)

question 102b

What is your zip code ?

ENTER ALL 5 DIGITS: _____



question 103

How many--if any--motor vehicles are usually available for use by the members of your household?

#: _____

question 104

And, lastly, was your approximate total 1989 household income, before taxes, under \$15,000; 15 to \$30,000; \$30 to \$50,000; 50 to \$75,000; or \$75,000 and over ?

DO NOT GIVE ONLY ONE PERSON'S INCOME IF MORE THAN ONE ADULT IN HOUSEHOLD. CIRCLE "DON'T KNOW" IF CAN'T ESTIMATE.

1. UNDER \$15,000

2. 15 - \$29,999

3. 30 - \$49,999

4. 50 - \$74,999

5. \$75,000 AND OVER
8. DON'T KNOW

9. REFUSED

question 998a

That completes the survey. You have been very helpful and cooperative. Thank you very much for your participation.

question 998b

SEX OF RESPONDENT : CIRCLE ONE

1. MALE
2. FEMALE

question 998c

TIME INTERVIEW ENDED : _____

question 998r

ENTER COMMENTS :